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Inside Information

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COMPUTER SECURITY AWARENESS SLIDE SHOW

Early this year, Dennis Clark, Computer Security Officer for the Agricultural Research Service (ARS), asked the Office of Information's Photography Division to produce a slide show about computer security.

Clark said, "We wanted to know if photography could script and produce an entertaining and creative show that would clearly present the basics of computer security. The shows I'd seen on the subject were much too technical for the growing number of micro users in our agency, and many of the experienced users just didn't seem to remember basic common sense procedures aimed at saving time and money. We were having an awareness problem...like a lot of other people in and out of government."

The show was produced by Kevin Shields of USDA's Food Safety and Inspection Service, who said, "When I heard Dennis say 'entertaining and creative,' I volunteered for the project. It's a statement that government and industry audio/visual producers don't hear often enough."

The show premiered at the Annual Convention of the Computer Security Institute, held this November in Chicago, and has also been favorably reviewed by USDA and Security and Exchange Commission computer security officials.

Entitled "Computer Security Awareness," the show is 7 minutes long and has 75 slides. It satirizes the old Humphrey Bogart movie, "Casablanca."

Copies of the slide show can be purchased for \$21.50 from the Photography Division, Office of Information, U.S. Department of Agriculture, Rm. 4425-S, Washington, DC 20250.

HAVE YOU RETURNED YOUR QUESTIONNAIRE?

Just a reminder about the Office of Information questionnaire that was recently sent out to 284 agency employees (See Nov. 12 issue of INSIDE INFORMATION). The deadline of November 15 has already passed, so for those who haven't answered and returned the questionnaire, please do so.

Return them to: Carrie Pollard, Office of Information, Rm. 402-A, Washington, DC 20250. Her telephone number is (202) 447-4614.

PRINTING CONTROLS

A hardline approach to control excessive printing costs is being taken by the Publishing Division of USDA's Office of Information. Eliminating unnecessary rush printing, administrative printing, overly elaborate printing, and reprinting has resulted in significant savings.

By law, the Department must acquire useful information on subjects connected with agriculture and diffuse that information among the people of the United States. Feeling that the basic importance of diffusing useful information makes it imperative that their publications be printed as economically as possible, the Publishing Division has made an intensive study of ways to reduce costs in USDA's publications which has resulted in a series of specific recommendations.

The Publishing Division compiled a computer listing of specific publications and forms on which USDA could have saved thousands of printing dollars if "rush printing" had not been required.

FFA LOSES INFORMATION DIRECTOR

Cameron Dubes, Director of Information for Future Farmers of America (FFA) since 1981, left FFA for a new position November 22. He will be the Director of Public Affairs for Youth For Understanding, an international student exchange program headquartered in Washington, D.C. We wish Cameron much success in his new job.

By the way, attendance for the 58th National FFA Convention in Kansas City, November 14-16, was up from 1984. Total registration was 21,785 FFA members, adult advisors, and guests representing every State in the Nation.

If you have any questions on coverage of any of the convention events, call FFA Information Department, (703) 360-3600.

NEW TELEVISION ENGINEER

Larry Holmes, a video engineer with the Internal Revenue Service for the past 12 years, recently transferred to the Video and Film Division of USDA's Office of Information. He will be repairing and maintaining studio and field equipment, and designing or re-designing the electronic system needs for audio and video recording and teleconferencing.

BETACAM CAMERA/RECORDER WORKING WELL

The Video and Film Division of USDA's Office of Information has a new Betacam camera-recorder. The system uses half-inch videotapes which run a total of 20 minutes each. The recorder is mounted just behind the camera and weighs about the same as V&FD's other video cameras. They are experiencing very high quality from the system on projects they have completed.

The video editing system has a 1/2-inch player interfaced into the controller so they can edit directly from 1/2-inch master tapes.

JOB OPENING AT UNIVERSITY OF NEBRASKA

The University of Nebraska in Lincoln, is looking for someone to head the Department of Agricultural Communications.

The department is responsible for providing leadership and support in communication activities involving programs of the Institute of Agriculture and Natural Resources, by dissemination of information through print and broadcast media, publications, and audio-visual materials.

Responsibilities include administration of departmental extension, research and teaching programs. Duties include management of personnel, budgets, facilities, and equipment.

A doctorate is preferred, Ph.D. or equivalent with academic credentials in communications.

Send application, resume, and three references to: Dr. Roger Gold, Agricultural Communications Search Committee, 109 Agricultural Hall, University of Nebraska, Lincoln, NE 68583-0704.

Applications accepted until January 1, or until a suitable candidate is selected.

CORNELL WRITERS HONORED

Yong H. Kim, manager of the News and Feature Service at Cornell University, has been named the "Farm Communicator of the Year" for 1985, the top award given by the Northeast Farm Communicators Association.

Susan S. Lang, a science writer, also in Cornell's News and Feature Service, won an award for "outstanding news reporting in the field of agriculture." Her winning entry was cited as the "best story promoting Northeast agriculture."

Kim also won an award for an article in the "best general farm story" category. NFCA is a professional organization of writers, editors, broadcasters, and others involved in reporting agricultural news.

PLANT BIOTECHNOLOGY IN FUTURES

The Michigan State University Agricultural Experiment Station has published a special issue of its "Futures" publication featuring plant biotechnology. The publication highlights some of the research activities that are "paving the way for the more productive crop systems of the future."

It also examines differences between traditional plant breeding and the new biotechnology, presents some of the pros and cons surrounding genetic experimentation, and describes new training programs and career opportunities in plant biology.

Some of the topics are: the second revolution, biotechnology breakthroughs and barriers, pine clones from tissue culture, the new breed of biologists, and fighting blight with biotechnology.

Copies can be requested by writing to Laurie Wink, Rm. 1, Morrill Hall, Michigan State University, East Lansing, MI 48824, or by calling her at (517) 353-7214.

NEW DIRECTOR OF INFORMATION

Geraldine Schumacher has been named Director of Information for USDA's Foreign Agriculture Service (FAS), succeeding Wallace A. Lindell, who recently retired.

Schumacher joined USDA in 1964, and worked on the Farm Index Magazine. She served as secretary of the Outlook Board, and has been editor of several magazines.

For the past 6 years, Schumacher has headed current information programs in FAS, serving as chief for the Media & Public Affairs Branch. She was previously with USDA's Economic Research Service (ERS).

JOB OPENING WITH APHIS

USDA's Animal and Plant Health Inspection Service (APHIS) has an opening for a Public Affairs Specialist, GS-1035-9/11, to develop written material designed to reach national and international audiences through the news media such as wire service, radio, and television.

Applicants must have 3 years of experience which should include establishing and maintaining effective relations with public information and communication media.

Contact: USDA, APHIS, WPS, 14th & Independence Ave., S.W., Room 1132-S, Washington, DC 20250, or phone (202) 447-6190.

Closing date is December 2.

COLD/FLU TREATMENT

When Maurice Sendak, the noted children's author, saw a flower begin to droop, he "pepped it up with chicken soup. Sprinkle once, sprinkle twice, sprinkle chicken soup with rice." Soon the winter months will arrive, and parents across the country will try to do the same for their children who are drooping with colds or flu.

While colds and the flu have symptoms in common, the outcome can be very different. The U.S. Food and Drug Administration has a pamphlet to help you learn the difference. Entitled "Flu/Cold -- Never the Strain Shall Meet," it contains some intriguing history about flu and cold viruses, explains why they are so unpredictable, and lists some symptoms to warn you when they are attacking. It also discusses what little we know about Reye Syndrome, a potentially fatal condition that can strike children and even teenagers when they are recovering from flu and chicken pox.

For a free copy of "Flu/Cold -- Never the Strain Shall Meet," send your request to: Consumer Information Center, Department 576N, Pueblo, CO 81009.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments or inquiries should be sent to Denver Browning or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250 or send to AGR209 or AGR001 mailboxes on the ITT Dailcom system, or call (202) 447-7454.

